



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/29 thru 06/04.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. May 29, 2015

NATIONAL SUMMARY

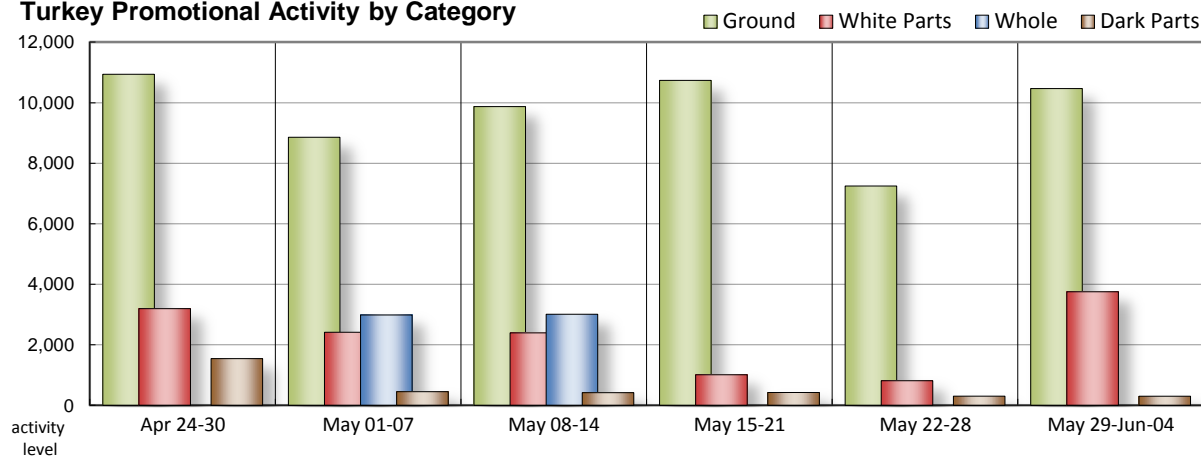
	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate ^{1/}	46.0% of 29,100 outlets		32.5% of 29,100 outlets		50.8% of 22,900 outlets	
Special Rate ^{4/}	4.9%		2.7%		1.1%	
Activity Index ^{2/}	17,473		9,432		18,910	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:						
Fresh - Hens					140	0.99
" - Toms					10	1.19
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh	1,510	1.79	65	2.13		
Frozen	513	1.31	219	1.79	280	1.78
Split, bone-in						
Fresh			31	1.99		
Rotisserie	226	6.17	105	8.94		
Boneless, whole	46	5.10	9	6.99	10	4.99
Cutlets	1,206	5.17	261	5.13	1,000	4.36
Cutlets, thin sliced	50	5.26	9	5.99		
Strips						
Tenders	9	4.39	42	4.63	540	3.99
Marinated Tenders	195	4.79	75	4.33	1,740	4.64
Drumsticks	112	2.30	50	2.31	380	1.87
Thighs	81	2.89	65	2.49	290	2.12
Wings	20	1.90	70	2.24	170	2.20
Necks			22	1.99	30	1.88
Smoked Drumsticks	17	2.49	64	2.53	210	2.50
Smoked Wings	37	2.33	35	2.43	190	2.39
Smoked Necks	37	2.22			170	1.97
GROUND TURKEY:	10,468	3.44	7,249	3.46	11,640	3.36
Patties	735	3.21	1,102	3.71	1,220	3.44
Sausage	496	3.94	431	3.52	1,410	3.17
85% lean	3,456	3.27	1,209	2.85	3,170	2.62
93% lean	5,256	3.39	4,305	3.49	3,610	3.26
Breast	525	4.93	202	4.85	2,230	4.90
Rolls (frsh/frz 1 lb.)	296	2.87	240	2.53	550	2.44
Specialty ^{5/}						
Patties	574	5.40	7	3.99	110	4.18
93-94% lean	2,069	4.78	793	4.04	60	4.17
Breast	7	6.99	21	6.29	1,390	6.47

Note: rolls & specialty not included in ground turkey total and weighted average.

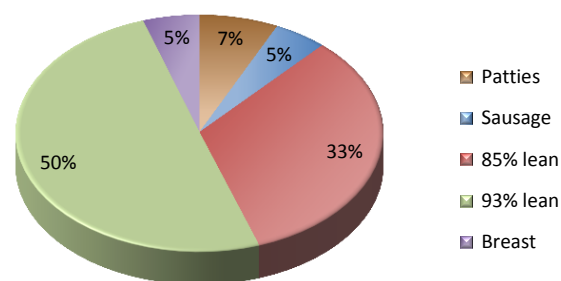
This Week's Turkey Feature Highlights

Feature activity increases this week. Whole birds continue to patiently wait for the Fall season. Bone-in breasts are viewed more often; values are lower for both fresh and frozen. Rotisserie breasts are slightly more available. When found, prices are lower. White part offerings increase. Cutlets are featured most often, but you will have to pay a little more. Fresh dark parts garner more circular space, while smoked parts are seen less. Prices are mostly lower. Grinds gain momentum as retailers begin to promote proteins associated with outdoor barbecues. Again, the most frequently viewed grind is 93% lean. Average values are lower for patties and 93% lean; the balance trend higher. For those planning a graduation party this weekend, there are plenty of opportunities as deli feature activity increases. Both processor and private brand service deli offerings increase; self-service declines. Thin slicing and shaving service deli meats are lower valued this week. Self-service deli prices are mixed.

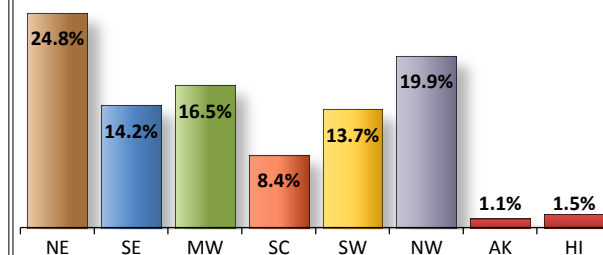
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. May 29, 2015

	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
Special Rate ^{4/}	65.4% of 5,500 sampled outlets			56.2% of 7,400 sampled outlets			46.2% of 6,100 sampled outlets		
Activity Index ^{2/}	19.4% of stores w/ no-price promotions			1.2% of stores w/ no-price promotions			3.4% of stores w/ no-price promotions		
	Activity Index = 5,300			Activity Index = 4,117			Activity Index = 3,196		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79	202	1.79	1.79	508	1.79	1.79 - 1.99	617	1.80
Frozen	0.99 - 1.49	154	1.17	0.99 - 1.58	56	1.14	1.18 - 1.79	87	1.57
Split, bone-in									
Fresh									
Rotisserie	6.99	72	6.99				5.00	119	5.00
Boneless, whole	4.99 - 5.99	46	5.10						
Cutlets	4.99 - 5.99	1,072	5.19	4.59 - 5.99	90	4.96			
Cutlets, thin sliced	4.99	41	4.99						
Strips									
Tenders									
Marinated Tenders				4.79	195	4.79			
Drumsticks	1.99 - 2.50	83	2.43	1.99	20	1.99	1.79	9	1.79
Thighs	3.00	72	3.00				1.99	9	1.99
Wings	1.99	11	1.99				1.79	9	1.79
Necks									
Smoked Drumsticks	2.49	17	2.49						
Smoked Wings	2.49	17	2.49	2.19	20	2.19			
Smoked Necks	2.49	17	2.49	1.99	20	1.99			
GROUND TURKEY:									
Patties	2.50 - 4.99	596	3.15	3.00 - 3.99	55	3.58	2.98 - 3.98	65	3.35
Sausage	3.62 - 4.00	346	3.93	3.75 - 3.99	23	3.97	3.75 - 3.99	127	3.97
85% lean	2.50 - 3.66	950	3.21	2.40 - 3.49	1,215	3.36	2.40 - 3.99	453	3.12
93% lean	2.99 - 3.99	890	3.13	2.99 - 3.99	1,614	3.13	2.91 - 3.99	1,397	3.37
Breast (99-100% lean)	4.89 - 5.38	173	5.33	4.12 - 4.89	217	4.88	4.12	50	4.12
Rolls (frsh/frz 1 lb.)							1.99 - 2.99	218	2.88
Specialty ^{5/}									
Patties	4.49 - 5.00	174	4.92	5.00	42	5.00			
93-94% lean	3.99 - 5.00	367	4.52	5.00	42	5.00	3.50 - 5.00	29	3.91
Breast							6.99	7	6.99



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Fri. May 29, 2015

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	21.7% of 4,900 sampled outlets			29.0% of 3,800 sampled outlets			46.3% of 1,300 sampled outlets		
Special Rate ^{4/}	1.8% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 1,635			Activity Index = 1,921			Activity Index = 1,155		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.79	169	1.79	1.79	14	1.79			
Frozen	0.99 - 1.69	171	1.22	1.79	15	1.79	1.79	30	1.79
Split, bone-in									
Fresh									
Rotisserie	8.49	35	8.49						
Boneless, whole									
Cutlets	4.59	35	4.59	6.49	9	6.49			
Cutlets, thin sliced				6.49	9	6.49			
Strips									
Tenders				4.39	9	4.39			
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	3.77	19	3.77						
Sausage									
85% lean	2.99 - 3.49	218	3.17	2.39 - 3.99	485	3.48	2.39 - 3.00	135	2.87
93% lean	2.99 - 3.74	173	3.31	3.43 - 4.00	556	3.94	3.33 - 4.00	543	3.88
Breast (99-100% lean)	4.16	51	4.16						
Rolls (frsh/frz 1 lb.)	2.59 - 2.99	66	2.83				2.79	12	2.79
Specialty ^{5/}									
Patties	5.00	114	5.00	5.99	244	5.99			
93-94% lean	3.49 - 5.00	584	4.39	3.49 - 5.99	580	5.18	3.49 - 5.00	435	4.95
Breast									



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
Feature Rate ^{1/}	34.4% of 100 sampled outlets			75.2% of 100 sampled outlets		
Special Rate ^{4/}	0.0% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index ^{2/}	Activity Index = 64			Activity Index = 85		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
PARTS:						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
GROUND TURKEY:						
Patties						
Sausage						
85% lean						
93% lean	4.80 - 4.99	32	4.87	4.23 - 4.80	51	4.53
Breast (99-100% lean)				5.59	34	5.59
Rolls (frsh/frz 1 lb.)						
Specialty ^{5/}						
Patties						
93-94% lean	5.99 - 6.00	32	6.00			
Breast						



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/29 thru 06/04.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 29, 2015

	NATIONAL SUMMARY						NORTHEAST U.S.			SOUTHEAST U.S.		
	This Week		Last Week		Last Year		(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			(AL,FL,GA,MS,NC,SC,TN,VA,WV)		
Feature Rate ^{1/}	50.7% of 29,100 stores		39.4% of 29,100 stores		63.4% of 22,900 stores		69.4% of 5,500 sampled outlets			47.6% of 7,400 sampled outlets		
Activity Index 2/	31,217		30,717		50,420		Activity Index = 8,348			Activity Index = 5,407		
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg	Price Range (\$/pound)	Summary Stores	Wtd Avg
SERVICE DELI - Turkey												
Category 1												
Processor Brand	4,377	8.03	3,118	7.87	7,260	8.19	6.98 - 12.99	1,828	8.15	5.99 - 9.99	387	7.37
Private Brand	2,817	8.04	2,362	7.05	2,210	7.65	6.99 - 8.49	961	7.48	7.99 - 8.49	4	8.24
Category 2												
Processor Brand	3,823	5.87	3,141	6.22	4,710	5.94	4.98 - 6.99	1,126	5.90	4.98 - 7.99	93	6.54
Private Brand	1,843	6.91	73	5.73	7,000	7.25	4.99 - 7.49	294	6.01	6.99	1,063	6.99
Category 3												
Processor Brand	1,033	3.92	227	4.60	1,010	3.97	3.99	20	3.99	2.99 - 4.38	72	4.26
Private Brand			56	4.71	210	4.53						
Turkey Ham												
Processor Brand	285	3.47	255	4.79	440	4.27	3.29 - 4.99	158	3.52	4.99	2	4.99
Private Brand			27	2.71								
Turkey Pastrami												
Processor Brand	218	5.88	49	3.77	300	3.88	6.49	137	6.49	4.49	6	4.49
Private Brand			5	2.89								
SERVICE DELI - Chicken												
Category 1												
Processor Brand	1,841	8.22	3,043	7.61	3,910	8.05	6.49 - 8.99	656	7.92	4.69 - 8.99	123	8.04
Private Brand	150	7.08	920	7.47	770	7.10	6.98 - 6.99	73	6.98			
Category 2												
Processor Brand	371	5.87	317	5.39	300	5.80	5.49	72	5.49			
Private Brand	6	5.99	308	6.00			5.99	6	5.99			
SELF-SERVICE DELI												
(dollars per tub or pouch)												
Turkey 7-10 oz												
Processor Brand	5,670	3.52	8,794	3.65	8,150	3.15	2.50 - 4.99	1,154	3.42	1.99 - 3.99	1,266	3.63
Private Brand	1,361	3.35	143	2.70	2,820	2.84	2.99 - 3.99	340	3.51	2.99 - 3.99	550	3.30
Turkey 16 oz												
Processor Brand	301	5.50	348	5.46	2,010	5.02	4.99 - 6.49	75	5.05	5.48	80	5.48
Private Brand	322	4.92					3.99	17	3.99			
Chicken 7-10 oz												
Processor Brand	5,438	3.53	7,507	3.71	7,670	3.18	2.50 - 4.99	1,091	3.42	2.50 - 3.99	1,211	3.66
Private Brand	1,361	3.35	24	3.59	1,650	2.73	2.99 - 3.99	340	3.51	2.99 - 3.99	550	3.30

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



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Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 05/29 thru 06/04.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. May 29, 2015

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)				SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)				SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate ^{1/}	41.1% of 6,100 sampled outlets				46.5% of 4,900 sampled outlets				51.7% of 3,800 sampled outlets			54.1% of 1,300 sampled outlets		
Activity Index ^{2/}	Activity Index = 5,837				Activity Index = 5,701				Activity Index = 3,829			Activity Index = 2,033		
	Price Range (\$/pound)	Summary Stores Wtd Avg			Price Range (\$/pound)	Summary Stores Wtd Avg			Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
SERVICE DELI - Turkey														
Category 1														
Processor Brand	6.98 - 11.99	719	7.98		7.99 - 9.99	241	8.57		8.99 - 11.05	327	9.28	6.99 - 8.99	873	7.50
Private Brand	7.99 - 8.49	187	8.33		7.99 - 8.49	538	8.01		7.99 - 8.99	1,070	8.49	8.49	15	8.49
Category 2														
Processor Brand	4.98 - 7.99	1,050	5.92		4.99 - 5.99	1,047	5.66		5.59 - 5.99	343	5.98	5.99 - 6.99	158	6.02
Private Brand	6.49 - 6.99	105	6.52		6.99 - 7.49	258	7.26		7.49 - 7.99	121	7.99	7.49	2	7.49
Category 3														
Processor Brand	2.57 - 4.38	198	3.92		2.99 - 4.38	392	3.83		2.97 - 4.99	268	3.79	3.98 - 4.99	83	4.52
Private Brand														
Turkey Ham														
Processor Brand	2.99 - 3.99	41	3.42		2.49 - 3.69	32	3.34		2.49 - 3.99	52	3.40			
Private Brand														
Turkey Pastrami														
Processor Brand	3.99 - 6.99	19	6.04		4.49	56	4.49							
Private Brand														
SERVICE DELI - Chicken														
Category 1														
Processor Brand	5.99 - 9.69	462	7.60		6.99 - 9.69	160	8.99		8.99 - 12.99	440	9.07			
Private Brand	7.99	14	7.99									6.99	63	6.99
Category 2														
Processor Brand	4.98 - 5.99	90	5.91		5.99	58	5.99		5.99	82	5.99	5.99	69	5.99
Private Brand														
SELF-SERVICE DELI														
(dollars per tub or pouch)														
Turkey 7-10 oz														
Processor Brand	1.99 - 4.49	1,162	3.31		2.29 - 4.49	1,134	3.35		2.89 - 3.99	563	3.92	2.78 - 4.98	385	3.97
Private Brand	2.99 - 3.99	294	3.38		2.99 - 3.33	177	3.10							
Turkey 16 oz														
Processor Brand	5.48 - 6.49	54	5.58		5.48 - 5.49	30	5.48		5.99	62	5.99			
Private Brand					4.97	305	4.97							
Chicken 7-10 oz														
Processor Brand	1.99 - 4.49	1,148	3.31		2.29 - 4.49	1,096	3.37		2.89 - 3.99	501	3.98	2.78 - 4.98	385	3.97
Private Brand	2.99 - 3.99	294	3.38		2.99 - 3.33	177	3.10							

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>



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	ALASKA (AK)			HAWAII (HI)				
Feature Rate ^{1/}	31.2% of 100 sampled outlets			0.0% of 100 sampled outlets				
Activity Index ^{2/}	Activity Index = 62			Activity Index = 0				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
SERVICE DELI - Turkey								
Category 1								
Processor Brand	6.99	2 6.99						
Private Brand	7.99	42 7.99						
Category 2								
Processor Brand	6.49 - 6.99	6 6.57						
Private Brand								
Category 3								
Processor Brand								
Private Brand								
Turkey Ham								
Processor Brand								
Private Brand								
Turkey Pastrami								
Processor Brand								
Private Brand								
SERVICE DELI - Chicken								
Category 1								
Processor Brand								
Private Brand								
Category 2								
Processor Brand								
Private Brand								
SELF-SERVICE DELI								
(dollars per tub or pouch)								
Turkey 7-10 oz								
Processor Brand	3.99	6 3.99						
Private Brand								
Turkey 16 oz								
Processor Brand								
Private Brand								
Chicken 7-10 oz								
Processor Brand	3.99	6 3.99						
Private Brand								

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)